

Andresa Carrilho de S. Oliveira

MBA in Business Management | Marketing Consultant | Translator

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📍 Brazil

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WORK EXPERIENCE

Business Development and Marketing Consultant Inter-American Development Bank (IDB) - ConnectAmericas (CA)

08/2020 - 07/2021

Washington D.C., USA

Remote

Achievements/Tasks

- Co-ordinated five virtual business matchmaking events sponsored by the IDB and UK Shared Prosperity Fund. These events generated over \$150 million in business opportunities for Brazilian companies.
- Headed ConnectAmericas for Women in Brazil. Built partnerships with national and international organizations to promote training opportunities for Brazilian businesswomen through webinars and specialized content.
- Planned and executed marketing campaigns for these business events. Elaborated surveys, articles, and organized webinars for Brazilian MSMEs.
- Responsible for the Content Strategies in Portuguese. Achieved a 50% growth in engagement on social media accounts.

Content Management Specialist ConnectAmericas (CA)

06/2019 - 07/2020

Washington D.C., USA

Remote

Achievements/Tasks

- Created the concept, design, and implementation of e-mail marketing campaigns in Portuguese, e.g., newsletter and promotional emails.
- Improved customer experience via social media posts explaining CA's sections and tools.
- Translated and revised business and technological content and official communication materials on an ad hoc basis.

Transfluent Translator

06/2016 - 08/2019

Helsinki, Finland

Freelancer - Remote

Achievements/Tasks

- Translated over 100,000 words from English into Portuguese (Brazilian) on business, marketing, gaming content, etc.

EDUCATION

MBA in Business Management Catolica Business School - UNICAP

08/2019 - 03/2021

Recife, Brazil

Global Media and Communications Law University of East Anglia

06/2017 - 07/2017

Norwich, United Kingdom

International Relations BA Universidade Estadual da Paraíba

08/2012 - 11/2016

João Pessoa, Brazil

SKILLS

Analytical Thinking

Social Media

Translation

E-mail Writing

Event Planning

Team building

Time Management

Problem Solving

Detail-oriented

Adaptability

ACHIEVEMENTS

Awarded UEA's Full Scholarship Student (2017)

University of East Anglia

Undergraduate Research Fellowship (2015 - 2016)

Sponsored by the Brazilian National Council for Scientific and Technological Development (CNPq)

First place in the category Inward Service of the Internal Projects Contest (2015)

Rotaract Joao Pessoa Sul

ORGANIZATIONS

HR Director and Secretary - voluntary work at
Rotaract Joao Pessoa Sul (NGO)
(04/2015 - 06/2016)

- Developed a communication strategy around the campus for recruiting new members.
- Finished the work period with 80% membership increase.

Director of Quality - voluntary work at Dignata Junior
Enterprise of International Relations
(07/2014 - 07/2015)

- Increased 70% employee productivity by streamlining the work time of each department and integrating the 5S method.
- Supervised and planned three events aimed to connect students to the job market.

CERTIFICATES

Intercultural Communication (2018)

Shanghai International Studies University

Planning and Project Management (2016)

Rotaract Joao Pessoa Sul

LANGUAGES

Portuguese

Native or Bilingual Proficiency

English

Full Professional Proficiency

Spanish

Professional Working
Proficiency

Japanese

Elementary Proficiency